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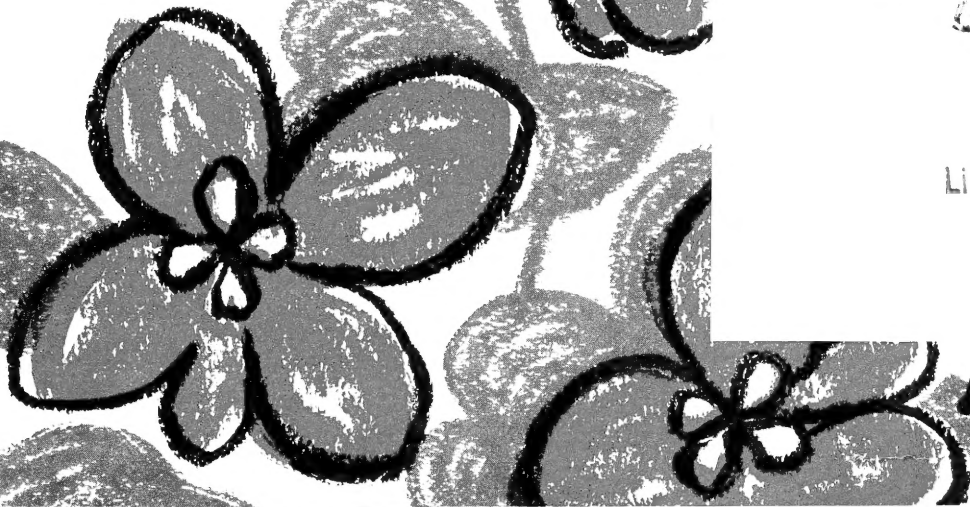
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=1953



**Fischer . Flowers**

LINWOOD, N. J.



U. S. DEPARTMENT OF AGRICULTURE

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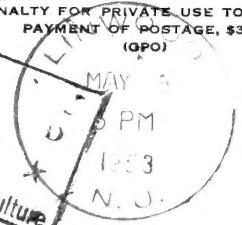
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*Americas finest African Violets..*

Postmaster: If addressee has moved and new address is known,  
notify sender on form 3547, Postage for which is provided.

# AMERICA'S FINEST AFRICAN VIOLETS

## SINGLES

★ 1. **GIANT ROSE PINK**—deep pink blossoms of outstanding size and character .....\$1.50

2. **FIREFLY**—our finest red-lavender, a free-flowering beauty Only .....\$1.50

3. **FANCY FRANCES**—sprightly dark-blue, pansy-like flowers, many with one or two extra petals .....\$1.50

4. **SWEETHEART**—a dainty shell pink and profuse bloomer..\$1.50

5. **WHITE BUTTERFLY**—pure white beauty, flowers full rounded and slightly cupped, girl foliage .....\$1.50

Any 3 of the above - only \$3.50

## JERSEY GIANTS

Huge-flowering singles, nearly as large as DuPonts, soft, pliable foliage.

★ 11. **BLUE BEAU**—A handsome dark blue .....\$1.50

12. **BLUE BELLE**—the light blue companion .....\$1.50

Both Plants—only \$2.50



ECLIPSE (61)

## DOUBLES

Each plant is one of proven merit

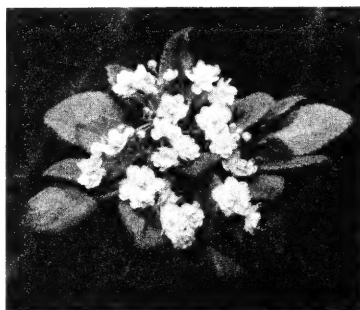
★ 21. **"ALMA WRIGHT"**—our "lovely double white".....\$2.50

22. **GRAND AWARD**—"monarch of doubles" huge medium blue flowers, many with yellow eye .....\$2.00

23. **"BRUSSELS SPROUTS"**—"Parrot Tulip of Saintpaulias", a novelty, super double blooms, leafy in texture and color..\$2.00

24. **IMP. DARK BLUE DOUBLE FRINGETTE**—frilled double blue flowers, profuse bloomer....\$1.50

Any three of above — \$5.00



ALMA WRIGHT (21)

## THE DOUBLE GENEVAS

Foremost new Saintpaulia introductions of this decade. Petals of each double blossom individually edged white, our "Tinted Beauties".

★ 31. **"SILVER LINING"**—light blue double, edged white..\$3.00

★ 32 **"SNOW LINE"**—the red-lavender companion plant..\$3.00

33. **"MOON RIPPLES"**—dark blue double, edged white and frilled .....\$3.00

Any Two Plants — \$5.00

## THE "BUTTERCUPS"

Sprightly cup-shaped flowers, our gayest and most popular '53 novelty series, growth habit small and dainty.

★ 41. **BLUE BUTTERCUP**—light blue, petals almost white on reverse side, dainty scalloped foliage .....\$2.00

42. **WINE BUTTERCUP**—red-lavender member .....\$2.00

43. **WHITE BUTTERCUP**—white tinted companion.....\$2.00

Set of three plants — \$5.00



WHITE BUTTERCUP (43)

## TU-TONES

Individual flowers have distinct areas or coloration, giving striking bicolor effects.

★ 51. **"CHRISTMAS STAR"**—blue star-shaped area of flower centered on white fringed field, only .....\$2.50

52. **"TWINKLES"**—large frilled flowers, lower petals light blue, blending, white above.....\$2.00

## FRINGED GENEVAS

Lovely single blossoms, each with white frilled border, giving a dainty pecot-edge effect.

★ 61. **"ECLIPSE"**—red-lavender only .....\$2.00

62. **WHITE CAPS**—full petalled blue .....\$2.00

63. **SILHOUETTE**—Exceptionally large-flowered deep blue, faint edge almost a tint.....\$2.50

Any Two Plants — \$3.75



CINDERELLA (85)

## PASTEL FRILLS

Highly frilled single flowers in a beautiful range of delicate colors.

★ 71. **"BLUE REFLECTION"**—an exquisite light blue.....\$2.00

★ 72. **"STARGLOW"**—a shimmering white.....\$2.00

★ 73. **"SUNDREAM"**—a tinted mauve .....\$1.50

74. **EVEN'TIDE**—a rich red-lavender .....\$1.50

Any Three Only — \$4.75

## OUR FABLE SERIES

A fantasy of fringed pastel flowers framed in attractively veined girl foliage, medium to small growers.

81. **BO PEEP**—a deep mauve only .....\$1.50

82. **LITTLE BOY BLUE**—a light blue .....\$1.50

83. **PETER PAN**—a particularly prolific dark blue.....\$1.50

84. **SNOW WHITE**—a tinted white, especially lovely dark foliage .....\$1.50

85. **CINDERELLA**—an appealing blue-white mottled tu-tone..\$1.50

Any Four of Above only—\$5.00



See center spread for full color pictures of varieties designated with a ★  
For thrifty purchasing check our . . . "Portrait Specials"



# Some Lovely Violet Hybrids

## Portrait Special No. 1

PLANTS No. 1, 11, 21, 31, 41, 51  
61, 72

Regular Value \$17.00

**SPECIAL PRICE \$13.00**

## Portrait Special No. 2

PLANTS No. 11, 21, 32, 51, 71

Regular Value \$11.50

**SPECIAL PRICE \$ 8.75**

## Portrait Special No. 3

(See Also Varietal List)

PLANTS No. 3, 33, 41, 72

Regular Value \$8.50

**SPECIAL PRICE \$6.75**

## Portrait Special No. 4

(See Also Varietal List)

PLANTS No. 2, 11, 24, 41, 73, 83

Regular Value \$10.00

**SPECIAL PRICE \$ 7.75**

## Portrait Special No. 5

(See Also Varietal List)

PLANTS No. 21, 41, 73

Regular Value \$6.50

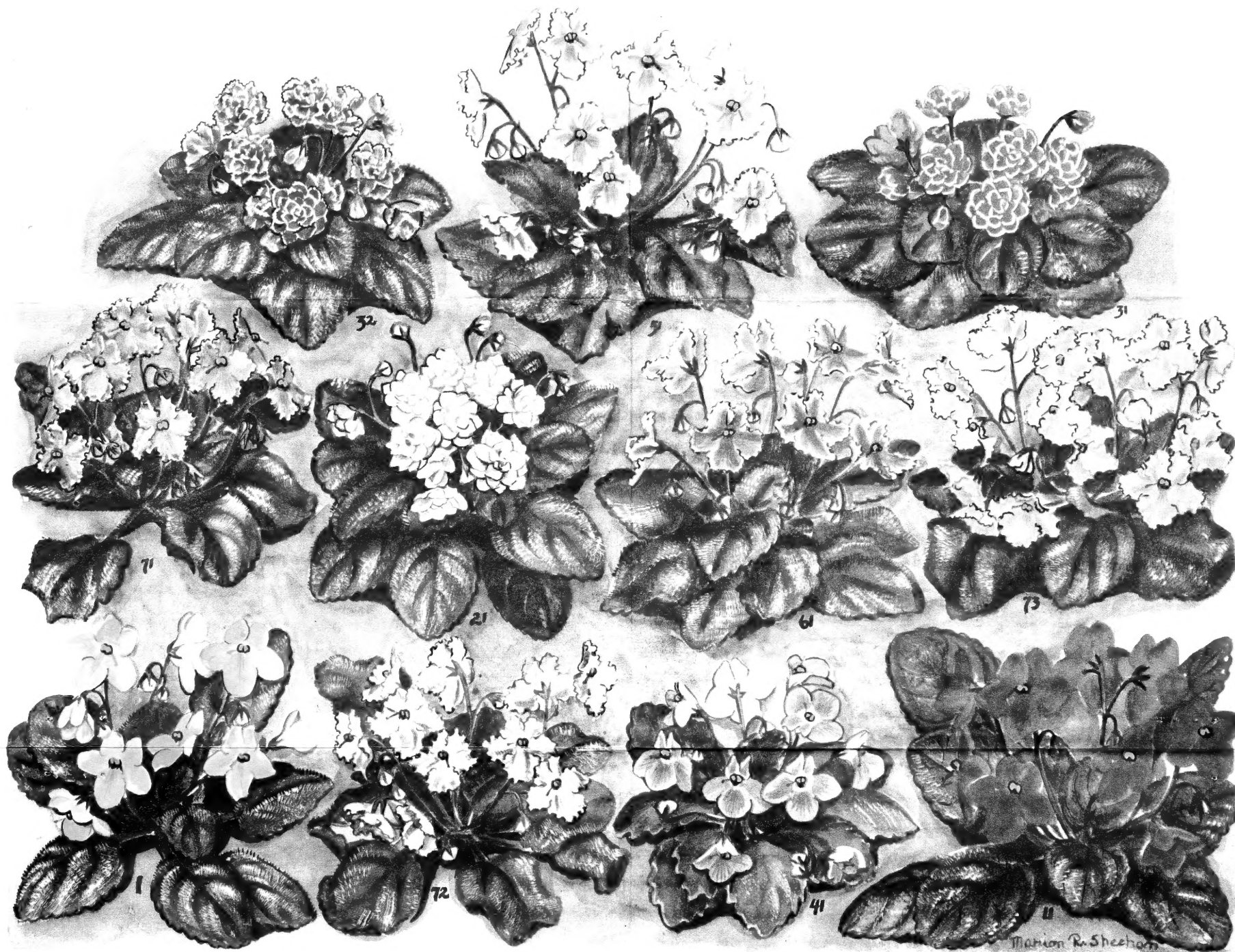
**SPECIAL PRICE \$5.00**

## Portrait Special No. 6

PLANTS No. 11, 41, 61

Regular Value \$5.50

**SPECIAL PRICE \$4.50**



## The Plants in This Picture

1.-Giant Rose Pink (SINGLE)

11.-Blue Beau (JERSEY GIANT)

21.-Alma Wright (DOUBLE)

31.-Silver Lining (DOUBLE GENEVA)

32.-Snow Line (DOUBLE GENEVA)

41.-Blue Buttercup (A "BUTTERCUP")

51.-Christmas Star (TU-TONE)

61.-Eclipse (FRINGED GENEVA)

71.-Blue Reflection (PASTEL FRILLS)

72.-Starglow (PASTEL FRILLS)

73.-Sundream (PASTEL FRILLS)





# Fischer Flowers . . . LINWOOD, NEW JERSEY

Date.....195.....

Gentlemen:-

Please send to (name).....

Street, P.O. Box, R.D.#.....

Post Office and State.....

The following items:

When to Send?.....

How?

Parcel Post.....

P. P. Spec. Del.....

Other Means.....

Quantity	ITEM	Amount
	#1 Giant Rose Pink (\$1.50)	
	#2 Firefly (\$1.50)	
	#3 Fancy Frances (\$1.50)	
	#4 Sweetheart (\$1.50)	
	#5 White Butterfly (\$1.50)	
	Special Offer—Any Three (\$3.50)	
	#11 Blue Beau (\$1.50)	
	#12 Blue Belle (\$1.50)	
	Special Offer—The Two (\$2.50)	
	#21 Alma Wright (\$2.50)	
	#22 Grand Award (\$2.00)	
	#23 Brussels Sprouts (\$2.00)	
	#24 Imp.Dk. Bl. Db. Fringette (\$1.50)	
	Special Offer—Any Three (\$5.00)	
	#31 Silver Lining (\$3.00)	
	#32 Snow Line (\$3.00)	
	#33 Moon Ripples (\$3.00)	
	Special Offer—Any Two (\$5.00)	
	#41 Blue Buttercup (\$2.00)	
	#42 Wine Buttercup (\$2.00)	
	#43 White Buttercup (\$2.00)	
	Special Offer—The Three (\$5.00)	
	#51 Christmas Star (\$2.50)	
	#52 Twinkles (\$2.00)	
	#61 Eclipse (\$2.00)	
	#62 White Caps (\$2.00)	
	#63 Silhouette (\$2.50)	
	Special Offer—Any Two (\$3.75)	

Quantity	ITEM	Amount
	#71 Blue Reflection (\$2.00)	
	#72 Starlet (\$2.00)	
	#73 Sundream (\$1.50)	
	#74 Even'tide (\$1.50)	
	Special Offer—Any Three (\$4.75)	
	#81 Bo Peep (\$1.50)	
	#82 Little Boy Blue (\$1.50)	
	#83 Peter Pan (\$1.50)	
	#84 Snow White (\$1.50)	
	#85 Cinderella (\$1.50)	
	Special Offer—Any Four (\$5.00)	
	Portrait Special—#1 Plants #1, 11, 21, 31, 41, 51, 61, 72 (\$13.00)	
	Portrait Special—#2 Plants #11, 21, 32, 51, 71 (\$8.75)	
	Portrait Special—#3 Plants #3, 33, 41, 72 (\$6.75)	
	Portrait Special—#4 Plants #2, 11, 24, 41, 73, 83 (\$7.75)	
	Portrait Special—#5 Plants #21, 41, 73 (\$5.00)	
	Portrait Special—#6 Plants #11, 41, 61 (\$4.50)	
	Progress Pots 2 1/4" ( 7 1/2 c )	
	Progress Pots 3" ( 10c )	
	Progress Pots 4" (If available) ( 15c )	
	Min. Pot Order—10 Pots 25 Pots or More—Less 10%	
	African Violet Soil 1 Bag (65c) — 2 Bags (\$1.00)	
	"Complete Book of African Violets" (\$2.95)	
	*Postage	
	TOTAL	

\*Postal Rates—PLANTS—Orders over \$5.00 Postpaid—Under add 20c per plant.

PROGRESS POTS — Add 20c per dozen or each fraction. SOIL — 20c per bag (25c West of Mississippi).

SPECIAL DELIVERY — Add 45c

BOOKS — Sent Postpaid.

Enclosed please find \$.....(check, money order) for above items.

# Aids to Better Violet Culture

## PROGRESS POTS

Ideal Growing Containers for African Violets



Plants shipped to you this year will be in specially treated Asbestos containers resembling clay pots in size and shape but far superior in performance. We call them "Progress Pots". Here's why—

- ★ THEY ARE STERILE AS RECEIVED
  - ★ THEY ELIMINATE PETIOLE ROT
  - ★ THEY'RE LIGHT, AND ATTRACTIVE
  - ★ PLANTS IN THESE POTS NEED LESS WATERING
  - ★ THEY'RE INEXPENSIVE — 2 1/4" - 7 1/2¢, 3" 10¢, 4" - 15¢. Minimum order 10 pots. 25 pots or more—less 10%.
- Add 20¢ dozen or each fraction for mailing.  
Special Quantity Prices on Request.

## FISCHER'S "FIVE STAR" AFRICAN VIOLET SOIL

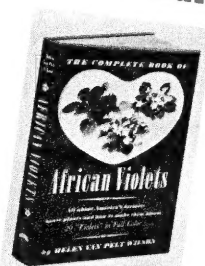
The same fine mixture that we use in our greenhouses is specially packed for you.

Note these features—

- ★ STEAM STERILIZED FOR CERTAIN SANITATION
- ★ HIGH ORGANIC CONTENT
- ★ PROPER FERTILIZER LEVEL FOR REPOTTING.
- ★ READY TO USE WITHOUT FURTHER MIXING
- ★ GOOD FOR MOST ALL HOUSE PLANTS

A bag containing over 2 lbs. (enough for about 10, 2 1/4" pots or 5, 3" pots) **65¢—2 bags for \$1.00.** Add 20¢ per bag for mailing. 25¢ west of Mississippi.

## Your Violet Handbook



Helen Van Pelt Wilson's latest work "The Complete Book of African Violets" is a most excellent and comprehensive writing on the entire Saintpaulia field. Mrs. Wilson discusses all phases of culture, breeding, commercial practice, even club activities, and varieties. Her well illustrated book should be the property of every enthusiast. Have you obtained your copy? If not, write us today, only **\$2.95 Postpaid.**

## When Ordering by Mail . .

All shipments will be made by Parcel Post. Generally shipping season begins in Mid-March and continues through Mid-November, depending on the weather.

Please send money order or check with all orders. C. O. D. shipments will not be made. We pay the postage on orders of \$5.00 or more. Please add 20¢ per plant to help defray mailing of smaller orders.

**SPECIAL DELIVERY PARCELS**—arrive quicker. For your increased protection, may we suggest the added investment of 45¢ to bring you this service.

### YOUR SATISFACTION GUARANTEED

Improved packing and shipping virtually insures safe arrival of your plants. In case of damage or loss in shipment, however, notify us immediately. Your Satisfaction is Guaranteed.

For the Novel, New and Superior in Saintpaulias  
write or visit . . .

**Fischer . . Flowers**  
LINWOOD, NEW JERSEY